

Philip Morris Promotional Fulfillment
Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date:	10 / 4 / 94	UPC Size %:	90	UPC CODE:	
Prepared By:	G. D'Alessandro		Ext:	2838	OVERNIGHT <input checked="" type="checkbox"/> YES DELIVERY <input type="checkbox"/> NO
Send UPC To:	Patrick Venetucci		Address:	LBCO, 19th Floor	
Name:			City/State/Zip:		
Company Name:					

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand:	V-Slims	Program:	Spring V-Ware FSI	POS #	
Program Description: (Please Be Specific)	FSI - V.S = Wealth Markets-SHO Sacramento				
Audience Reached:	<input type="checkbox"/> Offensive <input checked="" type="checkbox"/> Defensive <input type="checkbox"/> Both	Timing:	<input type="checkbox"/> Yearly <input type="checkbox"/> Quarterly <input type="checkbox"/> Holiday <input type="checkbox"/> Other	Capture Names?:	<input type="checkbox"/> Yes <input type="checkbox"/> No
				OCR CODED?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date:	1 / 15 / 95	Expiration Date:	3 / 31 / 95	Estimated Redemption Rate:	2.15%
Total Circulation:	7,854,000	662,000		Max. Redemp. Cost/Coupon:	\$ _____

Areas of Distribution					
Will the distribution include military?					
Will Coupons Be Distributed:	<input type="checkbox"/> Nationally <input checked="" type="checkbox"/> Regionally (see back) <input type="checkbox"/> Specific Markets (see back) <input type="checkbox"/> On a Test Basis				
	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No				
Method of Distribution (check only one per UPC):	<input type="checkbox"/> Magazine On Page (001) <input type="checkbox"/> ROP/Newsp. Co-op (008) <input type="checkbox"/> Magazine Tip-In (002) <input type="checkbox"/> Sunday Supp.-Single (007) <input type="checkbox"/> Magazine Special Unit (003) <input type="checkbox"/> Sunday Supp.-Co-op (008) <input type="checkbox"/> Control Circ. Magazine (004) <input checked="" type="checkbox"/> FSI Inserts - Solo (010) <input type="checkbox"/> ROP/Newsp. Single (005) <input type="checkbox"/> FSI Inserts - Co-op (011)				
	<input type="checkbox"/> Hand Distribution (012) <input type="checkbox"/> Retailer Coupon (013) <input type="checkbox"/> Direct Mail - Solo (014) <input type="checkbox"/> Direct Mail - Co-op (015) <input type="checkbox"/> In-Pack-Own Product (016)				
	<input type="checkbox"/> ON-Pack-Own Product (018) <input type="checkbox"/> Immediately Redeemable (020) <input type="checkbox"/> All Other: _____ (025) <small>Please Explain</small>				

Offer Information: This information is REQUIRED before a UPC will be issued.

Face Value:	\$ _____	Terms of Offer: (Describe completely)	B161F
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Discount Offered: (% of Face Value/Purchase Price)	%		
or Check One Below			
<input checked="" type="checkbox"/> B1G1F	<input type="checkbox"/> B2G 50¢ Off	<input type="checkbox"/> \$1.00 Off Carton	<input type="checkbox"/> \$2.50 Off Carton
<input type="checkbox"/> B2G1F	<input type="checkbox"/> B3G 50¢ Off	<input type="checkbox"/> \$1.50 Off Carton	<input type="checkbox"/> \$3.00 Off Carton
<input type="checkbox"/> B3G1F	<input type="checkbox"/> Free Pack	<input type="checkbox"/> \$2.00 Off Carton	<input type="checkbox"/> Checker Intervention
<input type="checkbox"/> Other - Provide Details Above			

Distribution break by PM Region:		Distribution break by Market		Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)				
1							
2							
3							
4							
5							
Total							

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED:	4111404215
Date Assigned:	10 / 6 / 94
Assigned By:	Anna Mandala-Dontarum

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
One Copy to Media

One Copy to PM Promotional Fulfillment
One Copy to Promotional Services Center

One Copy to PM Finance
One Copy to USA

#4003
PM USA/REV 3/93

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